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GForces' NetDirector Footfall

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Impressions are made within seconds, and can set the tone for the rest of the interaction, even if it happens months down the line. When a consumer is visiting a lot, typically, a purchase is not made at that moment. The process is elongated by having to compare models, search for prices, and even be approved for loans. So, when the customer is on the lobby floor, make sure they have everything they need to make an informed purchase and give you an opportunity to track potential sales leads, all without even shaking their hand. GForces' NetDirector Footfall is providing guest Wi-Fi services to showrooms, and it has never been easier to bring to your company.

Understanding your Customers: Your best salesmen can read a customer as they walk in the door. What if you could bring that intuitiveness to your whole dealership? Footfall is an innovative program that a representative will see customers who are online, as well as a small profile that the customer provided. Basic details such as name and email are critical for follow-up information and making sure that if someone was "just looking" you could remind them a few months down the line, and open the conversation. At the 2015 Auto Expo, Footfall showed 23,000 users of the Wi-Fi service, of that, 517 were registered. That is a 20% conversion rate, just for using the Wi-Fi.

Provide More, With Less Effort: With effortless installation and backing by Cisco, you have a powerful Wi-Fi signal that covers 5,000 sq. ft. of your showroom. While you may have an existing server, why bog down your system, when you can have a dedicated system that can handle over 40 GB of data transfer, daily? Your company can monitor customers from their first visit online, to when they walk onto the lot. With customized dynamics, your sales teams are empowered to help consumers make the best choices for their lifestyle, quickly and easily. This gives your employees time to connect and build valuable relationships.

Make More Out of Your Connections: Break down mobile usage by platform (Apple, Windows, and Android) to give new life to your marketing team. Footfall is a product that will revolutionize your showroom, not only through increased conversions, thusly more sales leads, but in generating foot traffic in the first place. Your marketing and sales team will know where to place the ads, and when you should promote your sales. Start reaching your market and start seeing meaningful results. Having Wi-Fi at your facility for customers is no longer an option; it's a requirement. No matter if you run a dealership with maintenance facility attached, or you own a used car lot, to future-proof your brand, GForces' NetDirector Footfall is your only option.

Biography

Sendos Mohamad is a Project Manager at GForces Management – MENA. She graduated from University of Sharjah majoring in Management Information Systems.

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